



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

CONTRACT

<u>Contract / Revision</u> 202411 /		<u>Alt Order #</u>
<u>Product</u> MURPHY 4 SENATE		
<u>Contract Dates</u> 09/03/12 - 09/09/12		<u>Estimate #</u> 11731
<u>Advertiser</u> POL/Murphy for Senate (D)		<u>Original Date / Revision</u> 08/29/12 / 08/29/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> WTNH National House	<u>Sales Office</u> National House
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> IN2114/IN2116/SP175:		<u>Advertiser Ref</u>

And:

Media Strategies & Research
11350 Random Hills Road
Suite 670
Fairfax, VA 22030
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTNH	09/04/12	09/04/12	News 8 @ 5a-6a	530a-6a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$400.00			
N 2	WTNH	09/07/12	09/07/12	News 8 @ 6a	6a-7a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$300.00			
N 3	WTNH	09/03/12	09/06/12	News 8 @ 6a	6a-7a		:30			NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	1111---				4	\$450.00			
N 4	WTNH	09/07/12	09/07/12	GMA	7a-9a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$300.00			
N 5	WTNH	09/03/12	09/06/12	GMA	7a-9a		:30			NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	1111---				4	\$500.00			
N 6	WTNH	09/08/12	09/08/12	GMA SaSu	8a-9a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$200.00			
N 7	WTNH	09/09/12	09/09/12	GMA SaSu	8a-9a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$200.00			
N 8	WTNH	09/05/12	09/05/12	M-F 9a-10a	9a-10a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--W----				1	\$300.00			
N 9	WTNH	09/07/12	09/07/12	M-F 10a-11a	10a-11a		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$150.00			
N 10	WTNH	09/04/12	09/06/12	The View	11a-12p		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1-1---				2	\$450.00			
N 11	WTNH	09/05/12	09/05/12	News 8 Noon	12p-1230p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--W----				1	\$350.00			
N 12	WTNH	09/07/12	09/07/12	News 8 Noon	12p-1230p		:30			NM	1	\$200.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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WTNH
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New Haven, CT 06510
(203) 784-8888

<u>Contract / Revision</u>	<u>Alt Order #</u>
202411 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/03/12 - 09/09/12	MURPHY 4 SENATE	11731

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Murphy for Senate (I	08/29/12 / 08/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$200.00			
N 13	WTNH	09/06/12	09/06/12	Connecticut Style	1230p-1p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---T---				1	\$250.00			
N 14	WTNH	09/05/12	09/05/12	General Hospital	General Hospital		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--W----				1	\$350.00			
N 15	WTNH	09/07/12	09/07/12	Early Fringe M-F	4p-430p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$250.00			
N 16	WTNH	09/04/12	09/04/12	Early Fringe M-F	4p-430p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-T-----				1	\$450.00			
N 17	WTNH	09/04/12	09/06/12	Early Fringe M-F	430p-5p		:30			NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-111---				3	\$450.00			
N 18	WTNH	09/07/12	09/07/12	Early Fringe M-F	430p-5p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$250.00			
N 19	WTNH	09/07/12	09/07/12	News 8 5p-6p	5p-6p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				2	\$400.00			
N 20	WTNH	09/03/12	09/06/12	News 8 5p-6p	5p-6p		:30			NM	8	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	2222---				8	\$750.00			
N 21	WTNH	09/07/12	09/07/12	News 8 6p-630p	6p-630p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$500.00			
N 22	WTNH	09/03/12	09/06/12	News 8 6p-630p	6p-630p		:30			NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	1111---				4	\$1,000.00			
N 23	WTNH	09/08/12	09/08/12	Sa News 8 @ 7p	7p-730p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$200.00			
N 24	WTNH	09/09/12	09/09/12	Su News 8 @ 6p	6p-630p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$250.00			
N 25	WTNH	09/07/12	09/07/12	M-F 7p-730p	7p-730p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$900.00			
N 26	WTNH	09/05/12	09/05/12	M-F 7p-730p	7p-730p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--W----				1	\$1,200.00			
N 27	WTNH	09/04/12	09/06/12	M-F 730p-8p	730p-8p		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1-1---				2	\$1,000.00			
N 28	WTNH	09/03/12	09/03/12	Mon 8-10p	8p-10p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$4,000.00			
N 29	WTNH	09/06/12	09/06/12	Thur Hour 2	9p-10p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---T---				1	\$4,000.00			
N 30	WTNH	09/07/12	09/07/12	Fri Hour 1	8p-9p		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$1,400.00			
N 31	WTNH	09/09/12	09/09/12	Sun Prime Other 2	9p-11p		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$2,100.00			
N 32	WTNH	09/07/12	09/07/12	Late News 8	11p-1135p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----F--				1	\$600.00			
N 33	WTNH	09/03/12	09/06/12	Late News 8	11p-1135p		:30			NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	1111---				4	\$1,000.00			
N 34	WTNH	09/08/12	09/08/12	Late News Sa	11p-1135p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$250.00			
N 35	WTNH	09/09/12	09/09/12	Late News Su	11p-1135p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$600.00			
N 36	WTNH	09/04/12	09/06/12	Jimmy Kimmel	120630a-10630a		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-1-1---				2	\$200.00			
N 37	WTNH	09/05/12	09/05/12	Nightline	1135p-120630a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	--W----				1	\$500.00			
Totals											62	\$43,700.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/09/12	62	\$43,700.00	\$37,145.00
Totals	62	\$43,700.00	\$37,145.00

Signature: _____ **Date:** _____

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Station Order Revised Murphy for Senate 2012

Market: Hartford, CT

Flight Dates: Monday, September 03, 2012 to Sunday, September 09, 2012

Estimate ID

11731

Contact: Roger Megroz

Email: Roger.Megroz@wtnh.com

Phone: 203-784-8888

Fax: 203-784-8912

Direct:

202411

WTNH-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 03	Sep 04	Sep 05	Sep 06	Sep 07	Sep 08	Sep 09	
WTNH 5:30a News 5:30 AM 6:00 AM	EM	M-F 30	\$400.00 \$400.00	2	1						1
WTNH 6a News 6:00 AM 7:00 AM	EM	M-F 30	\$300.00 \$300.00	4				1			1
WTNH 6a News 6:00 AM 7:00 AM	EM	M-F 30	\$450.00 \$1,800.00	2	1	1	1				4
Good Morn America 7:00 AM 9:00 AM	EM	M-F 30	\$300.00 \$300.00	4				1			1
Good Morn America 7:00 AM 9:00 AM	EM	M-F 30	\$500.00 \$2,000.00	2	1	1	1				4
Good Morning Sat 8:00 AM 9:00 AM	EM	Sa 30	\$200.00 \$200.00	4					1		1
Good Morning Sun 8:00 AM 9:00 AM	EM	Su 30	\$200.00 \$200.00	4						1	1
Dr. Phil 9:00 AM 10:00 AM	DT	M-F 30	\$300.00 \$300.00	2		1					1
Rachael Ray 10:00 AM 11:00 AM	DT	M-F 30	\$150.00 \$150.00	4				1			1
The View 11:00 AM 12:00 PM	DT	M-F 30	\$450.00 \$900.00	2	1		1				2
WTNH Noon News 12:00 PM 12:30 PM	DT	M-F 30	\$350.00 \$350.00	2		1					1
WTNH Noon News 12:00 PM 12:30 PM	DT	M-F 30	\$200.00 \$200.00	4				1			1

Rachael Beale

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

rachael@mediastrategies.com

Date/Time Sent: 8/29/2012 8:04:59 AM

WTNH-TV

Page 1 of 4



Station Order Revised Murphy for Senate 2012

Market: Hartford, CT

Flight Dates: Monday, September 03, 2012 to Sunday, September 09, 2012

Estimate ID

11731

Contact: Roger Megroz

Email: Roger.Megroz@wtnh.com

Phone: 203-784-8888

Fax: 203-784-8912

Direct:

WTNH-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 03	Sep 04	Sep 05	Sep 06	Sep 07	Sep 08	Sep 09	
CT Style 12:30 PM 1:00 PM	DT	M-F 30	\$250.00 \$250.00	2			1				1
General Hospital 3:00 PM 4:00 PM	EF	M-F 30	\$350.00 \$350.00	2		1					1
Judge Judy 4:00 PM 4:30 PM	EF	M-F 30	\$250.00 \$250.00	4				1			1
Judge Judy 4:00 PM 4:30 PM	EF	M-F 30	\$450.00 \$450.00	2	1						1
Judge Judy 4:30 PM 5:00 PM	EF	M-F 30	\$450.00 \$1,350.00	2	1	1	1				3
Judge Judy 4:30 PM 5:00 PM	EF	M-F 30	\$250.00 \$250.00	4				1			1
WTNH 5p News 5:00 PM 6:00 PM	EN	M-F 30	\$400.00 \$800.00	4				2			2
WTNH 5p News 5:00 PM 6:00 PM	EN	M-F 30	\$750.00 \$6,000.00	2	2	2	2				8
WTNH 6p News 6:00 PM 6:30 PM	EN	M-F 30	\$500.00 \$500.00	4				1			1
WTNH 6p News 6:00 PM 6:30 PM	EN	M-F 30	\$1,000.00 \$4,000.00	2	1	1	1	1			4
Saturday 7p News 7:00 PM 7:30 PM	EN	Sa 30	\$200.00 \$200.00	4					1		1
Sunday 6p News 6:00 PM 6:30 PM	EN	Su 30	\$250.00 \$250.00	4						1	1

Rachael Beale

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

Date/Time Sent: 8/29/2012 8:04:59 AM

WTNH-TV

Page 2 of 4

rachael@mediastrategies.com



Station Order Revised Murphy for Senate 2012

Market: Hartford, CT

Flight Dates: Monday, September 03, 2012 to Sunday, September 09, 2012

Estimate ID

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Contact: Roger Megroz

Email: Roger.Megroz@wtnh.com

Phone: 203-784-8888

Fax: 203-784-8912

Direct:

WTNH-TV

						Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Days		Gross		Sep	Sep	Sep	Sep	Sep	Sep	Sep	
Program Name	DP	Length	Rate			03	04	05	06	07	08	09	
Jeopardy	PA	M-F	\$900.00	4						1			1
7:00 PM 7:30 PM		30	\$900.00										
Jeopardy	PA	M-F	\$1,200.00	2				1					1
7:00 PM 7:30 PM		30	\$1,200.00										
Wheel Of Fortune	PA	M-F	\$1,000.00	2			1		1				2
7:30 PM 8:00 PM		30	\$2,000.00										
Bachelor Pad	PT	M	\$4,000.00	1	1								1
8:00 PM 10:00 PM		30	\$4,000.00										
Rookie Blue	PT	Th	\$4,000.00	1					1				1
9:00 PM 10:00 PM		30	\$4,000.00										
ABC Special	PT	F	\$1,400.00	3						1			1
8:00 PM 9:00 PM		30	\$1,400.00										
9/7: Stand Up to Cancer													
Once Upon a Time	PT	Su	\$2,100.00	4								1	1
9:00 PM 11:00 PM		30	\$2,100.00										
WTNH 11p News	LN	M-F	\$600.00	4						1			1
11:00 PM 11:35 PM		30	\$600.00										
WTNH 11p News	LN	M-F	\$1,000.00	2	1		1	1	1				4
11:00 PM 11:35 PM		30	\$4,000.00										
Saturday 11p News	LN	Sa	\$250.00	4							1		1
11:00 PM 11:35 PM		30	\$250.00										
Sunday 11p News	LN	Su	\$600.00	4								1	1
11:00 PM 11:35 PM		30	\$600.00										
Jimmy Kimmel	LF	M-F	\$200.00	2			1		1				2
12:05 AM 1:05 AM		30	\$400.00										

Rachael Beale

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

Date/Time Sent: 8/29/2012 8:04:59 AM

WTNH-TV

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rachael@mediastrategies.com



Station Order Revised Murphy for Senate 2012

Market: Hartford, CT

Flight Dates: Monday, September 03, 2012 to Sunday, September 09, 2012

Estimate ID

11731

Contact: Roger Megroz

Email: Roger.Megroz@wtnh.com

Phone: 203-784-8888

Fax: 203-784-8912

Direct:

WTNH-TV

Program Name	DP	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Sep 03	Sep 04	Sep 05	Sep 06	Sep 07	Sep 08	Sep 09	
Nightline	LF	M-F		\$500.00			1					1
11:35 PM 12:05 AM		30		\$500.00								
Station Gross Totals				\$43,700.00	7	12	12	12	12	3	4	62

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WTNH-TV Hartford, CT

Date:

8/29/2012

I, Media Strategies and Researchbeing/on behalf of: Chris Murphy, a legallyqualified candidate of the Democratic politicalparty for the office of: U.S. Senatein the Generalelection to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, September 03, 2012			Sunday, September 09, 2012		

Total Charges: \$43,700.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Chris Murphy

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Kathy Altobello

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Wednesday, August 29, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title